

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 442

CONSUMER RETENTION THROUGH DIGITAL MARKETING

COURSE DESCRIPTION

The content of this course focuses on digital marketing strategies and techniques necessary for satisfying and retaining customers. In this course, students are presented with information and methods for driving and assessing overall lifetime customer value and resulting financial performance. The course content also encourages students to explore industry trends and their future impact on digital marketing.

RATIONALE

While acquiring and converting customers are important steps in marketing in the digital realm of business, customer retention is a critical component in digital marketing strategy. Retaining customers is more cost effective for a business than constantly acquiring new customers. This course will introduce and reinforce techniques to retain customers for businesses as critical assets to have in a digital marketing portfolio.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office
- E. APA Guide:
<http://ezproxy.liberty.edu/login?url=http://APAStyleCENTRAL.apa.org>

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Give examples of effective customer satisfaction and retention tactics.
- B. Design a financial framework that illustrates customer lifetime value.

- C. Appraise customer relationship and retention marketing strategies of various companies and propose improvements.
- D. Interpret facets and utilization of a customer relationship management system or database.
- E. Integrate a Christian worldview within the field of digital marketing related to customer retention.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (8)

Discussion boards are collaborative learning experiences. Therefore, the student is required to submit a thread in response to the provided prompt for each forum. Each thread must be at least 500 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 classmates' threads using at least 1 biblical integration and 2 scholarly, peer-reviewed sources. Each reply must be at least 300 words.

- D. Research Papers (2)

The student will write 2 research-based papers in current APA format that focus on the direct response and database foundations of internet marketing, email marketing to build consumer and business relationships, and customer relationship development and retention marketing. Each paper must be at least 1,000 words and include at least 3 scholarly references in addition to the course textbooks and the Bible.

- E. Topical Papers (2)

The student will write 2 topical papers in current APA format that focus on direct response and customer relationship systems. Each paper must be at least 1,500 words and include at least 5 references in addition to the course textbooks and the Bible.

- F. Customer Retention Strategy Project (2)

The student will complete 2 phases of the Customer Retention Strategy Project in current APA format that focus on digital marketing concepts related to lead generation, optimization, and retention. This assignment must be at least 2,500 words and include at least 8 scholarly sources in addition to the course textbooks and the Bible.

- G. Quizzes and Interactive Exercises (3 Quizzes, 2 Interactive Exercises)

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist		10
Discussion Board Forums	(8 at 50 pts ea)	400
Research Papers	(2 at 65 pts ea)	130
Topical Papers	(2 at 85 pts ea)	170
Customer Retention Strategy Project	(2 at 110 pts ea)	220
Quizzes	(3 at 20 pts ea)	60
Interactive Exercises	(2 at 10 pts ea)	20

Total 1010**B. Scale**

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 442

Textbooks: Roberts & Zahay, *Internet Marketing* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Roberts & Zahay: ch. 4 1 presentation	Course Requirements Checklist	10
		Class Introductions	0
		DB Forum 1	50
		Research Paper 1	65
		Chapter 4 Quiz (Mindtap)	20
2	Roberts & Zahay: ch. 9 1 presentation	DB Forum 2	50
		Topical Paper 1	85
		Chapter 9 Quiz (Mindtap)	20
3	Roberts & Zahay: ch. 14 1 presentation	DB Forum 3	50
		Research Paper 2	65
		Chapter 14 Quiz (Mindtap)	20
4	Roberts & Zahay: ch. 14 1 presentation	DB Forum 4	50
		Topical Paper 2	85
		Interactive Exercise 4.2 (Mindtap)	10
5	<i>Digital Marketing Case Study</i> 1 presentation	DB Forum 5	50
		Customer Retention Strategy Project Phase 1	110
6	Roberts & Zahay: ch. 14 1 presentation	DB Forum 6	50
		Interactive Exercise 4.3 (Mindtap)	10
7	<i>Digital Marketing Case Study</i> 1 presentation	DB Forum 7	50
8	<i>Digital Marketing Case Study</i> 1 presentation	DB Forum 8	50
		Customer Retention Strategy Project Phase 2	110
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.